

# John McCormack Society Bursary Awards Concert 2025

DATE: Saturday, October 11, 2025  
LOCATION: Dublin, County Dublin, IE

## Event Description

John McCormack Society Bursary Awards Concert 2025 is a premier concerts event in Dublin. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** concerts

**Importance Rank:** 32/100

**Expected Attendance:** 128 people

**Event ID:** 8Z8qD7wLzd93nQhjM3

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 51 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*